

**DEPARTMENT OF HEALTH AND HUMAN SERVICES  
PUBLIC HEALTH SERVICE  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
OFFICE OF COMMUNICATION  
ATLANTA, GEORGIA 30333**

**REQUEST FOR TASK ORDER PROPOSAL**

**Date Issued:** *October 21, 2004*      **Date Response Due:** **November 12, 2004**

**Questions Due:** **October 29, 2004**

**Request for Task Order Proposal (RFTOP) NO.: 230 (CDC 18)**

**Title:** *Communication Strategies, Media Services, and Database Development to Support OSH's Health Communications Branch*

**Contract reference:** This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as:

- Task 2: Media Analysis and Outreach
- Task 5: Outreach / Promotion
- Task 6: Press, public information, marketing and media services
- Task 8: Product development
- Task 10: Exhibit services
- Task 12: Database development/management

**Page Suggestion:** CDC suggests that contractors limit their proposal for this task order to no more than 35 pages of text for the technical proposal. The narrative should include a staffing plan, key deadline dates, and a general approach as well as specifics about the deliverables. Attachments such as staff bios/cv's are acceptable, but not required and will not be part of the technical evaluation process. Total page suggestion: 50 pages maximum, please.

**Budget format suggestion:**

The budget should be included as an Excel spreadsheet. A budget narrative is also acceptable. Budgets, staff hours, and ODC's for this task order request should be organized around the deliverables described herein. Please sum all totals for hours per deliverable and hours total as well as costs per deliverable and total project.

Other important budget suggestions: Any subcontractor budgets should also be itemized. Because this is a multi-tasked project, please include a budget for total project as well as a budget for each task (set of deliverables). Budgets for any additional or alternative proposals by the contractor should be presented as **optional budget spreadsheets**.

**Funding Range:**

- ☐ Under \$100,000
- ☐ Over \$100,000 but less than \$300,000

- ☐ Over \$300,000 but less than \$500,000
- ☐ Over \$500,000 but less than \$700,000
- ☐ Over \$700,000 but less than \$1,000,000
- ☒ Over \$1,000,000

**Note: Because our funding comes in yearly portions, we will incrementally fund this project on an annual basis until the performance period has ended.**

**Type of Pricing Requested:**

☒ Cost Plus Fixed Fee

Other \_\_\_\_\_

**INTRODUCTION:**

The work to be conducted under this task order is in support of Centers for Disease Control and Prevention's (CDC) National Center for Chronic Disease Prevention and Health Promotions' (NCCDPHP) Office on Smoking and Health's (OSH) day-to-day activities to promote use of communications strategies among CDC's partners including states and territories and national and international organizations and partners, and specifically in providing technical assistance and training on the development and operation of health information/health communications programs, systems, and networks. As opposed to a task order where the deliverables are sequential in nature, the tasks set forth in this particular RFTOP will support the day-to-day activities and functions of our Health Communications Branch in the Office on Smoking and Health. The activities outlined below in this task order are vitally important to the function of our office.

**BACKGROUND:** *"Scientific evidence provides a tragic picture of the health effects of smoking across a lifetime. We all need to strengthen our efforts to prevent young people from ever starting to smoke and to encourage smokers of all ages to quit."*

—Richard H. Carmona, M.D., Surgeon General, U.S. Public Health Service

Tobacco use remains the leading preventable cause of death in the United States, causing more than 440,000 deaths each year and resulting in an annual cost of more than \$75 billion in direct medical costs. Nationally, smoking results in more than 5.6 million years of potential life lost each year.

Approximately 80% of adult smokers started smoking before the age of 18. Every day, nearly 4,000 young people under the age of 18 try their first cigarette. More than 6.4 million children living today will die prematurely because of a decision they will make as adolescents — the decision to smoke cigarettes.

The Office on Smoking and Health (OSH) is a division within the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), which is one of the centers within the Centers for Disease Control and Prevention (CDC).

OSH is responsible for leading and coordinating strategic efforts aimed at preventing tobacco use among youth, promoting smoking cessation among youth and adults, protecting nonsmokers from environmental tobacco smoke (ETS), and eliminating tobacco-related health disparities.

OSH accomplishes these goals by:

- expanding the science base of tobacco control
- building states' and organizations' capacity to conduct tobacco control programs.
- communicating current information to constituents and the public.
- facilitating concerted action with and among partners.

OSH is responsible for sharing high-quality tobacco control media campaign materials with states and partners, and providing assistance with their usage. Effective use of the media is a key component of tobacco control programs at the global, national and state levels. The Health Communications Branch within OSH is charged with providing technical assistance and expertise in the effective use of media and media channels.

OSH researches, develops, and distributes tobacco and health information nationwide. OSH responds to over 100,000 tobacco-related requests annually, 60,000 of which come through the Internet. In the past year, OSH distributed more than 800,000 publications and video products. In addition, visits to CDC's tobacco control Web site increased from 2 million in 2001 to more than 3 million in 2003. OSH has provided these materials and resources to educators, employers, pastors, public health workers, and other community leaders working to prevent people from starting to use tobacco, garner support for clean indoor air and other policy changes, and help those who use tobacco to quit. In partnership with other federal, state, and local agencies, OSH communicates key tobacco messages through the media, schools, and communities.

Tobacco is responsible for one-third of all cancer deaths in the United States. Each day about 4,000 young people try their first cigarette, and another 2,000 young people become daily smokers. Many youth get much of their information about health issues from the entertainment media and look to the sports industry for role models. Therefore, it is important to work with the entertainment and sports industries to promote more pro-social health images and accurate depictions of tobacco. By addressing tobacco use from a public health perspective, states and organizations can learn to work with the entertainment and sports industries to improve communications about tobacco.

Activities under this task order may be conducted both onsite at OSH offices and facilities and off-site at other locations.

#### **DESCRIPTION OF WORK:**

By building on previous work and research that OSH and others have completed in the past and using this as a foundation, the contractor will work with OSH to promote the use of communications strategies among CDC's partners including states and territories and national and international organizations and partners, and specifically provide technical assistance and training on the development and operation of health information/health communications programs, systems, and networks. The contractor will support our daily communication functions as a branch in OSH.

These efforts will be accomplished through a number of activities, including providing current communication information to constituents and the public, building states' and organizations' capacity to conduct tobacco control programs, sharing high-quality tobacco control media campaign materials with states and partners, and providing assistance with their usage. Effective use of the media is a key component of tobacco control programs at the national and state levels.

The Health Communications Branch within OSH is charged with providing technical assistance and expertise in the effective use of media and media channels. Activities shall include identification, evaluation, acquisition, and dissemination of media campaign materials and provision of technical assistance in effective use of the materials by providing support, training, and technical assistance to the states, territories, national and global organization networks through the OSH in the development of media campaigns, use of media materials, and evaluation of media campaigns; expanding the collection of available media resources by obtaining new materials and contributing toward selected production of new materials; extending the reach of OSH's national Media Campaign Resource Center (MCRC) to include global materials; and providing training and technical assistance in the use of sports and entertainment industries to communicate tobacco-free messages to youth and adults.

At the completion of this project, the following objectives should be met:

1. Strengthened and enhanced media planning and media evaluation;
2. Accomplished anti-tobacco messaging and media campaigns and
3. Methods to expand collections of media materials through identification and evaluation of available media resources, production of new materials, and extension of anti-tobacco messaging program.

**ITEMS FROM CDC APPROPRIATE FOR TASK COMPLETION:**

OSH will provide facilities, equipment, and supplies when contract staff is required to work at CDC/OSH sites.

CDC will provide any new scientific or health communication materials from our office that are relevant to this task. We will also give prompt input and direction from OSH's health communication staff.

The following Web site links to the Office on Smoking and Health and the Media Campaign Resource Center. The goal of this project is not to duplicate efforts thus reached but to enhance through technical assistance and training anti-tobacco messaging programs. These links may provide helpful background information for the preparation of proposals.

<http://www.cdc.gov/tobacco> and <http://www.cdc.gov/tobacco/mcrc>.

**DELIVERABLES:**

As mentioned earlier, this RFTOP is requesting support for the day-to-day, on-going communication functions of our office. Unlike a task order where the activities are sequential, this project is calling for day-to-day, concurrent support of a variety of functions. For this reason, the deliverables section of this RFTOP will be quite lengthy in nature as a description of every task/activity the contractor shall provide during the duration of this project. Due to the annual nature of our funding abilities (i.e. we fund these tasks on an annual basis with new FY monies), future modifications are anticipated.

In order to facilitate this type of task order, the contractor shall furnish monthly task order report detailing the current status of individual projects currently authorized, and/or contemplated to be

authorized, under the contract (see chart on Deliverables and Due Dates at the end of this section).

The contractor shall provide project-specific reports and deliverables as may be specified in individual Task Order issued under the contract. Specific form, format, and additional content requirements of the Task Order report shall be as coordinated between the Contracting Officer, the Project Officer, with a continued focus on providing appropriate and meaningful status updates. Requested reports are a Narrative Report and a Task Billing Summary.

In addition, the Contractor shall furnish all Task Order work plans and cost estimate in the most current Excel spreadsheet format via electronic mail to the responsible Contracting Specialist and the OSH Project Officer. The Contractor shall complete and transmit all Task Order work plans and cost estimates no later than seven (7) business days from receipt of the task order request.

**Data Deliverables shall be known as the following:**

Project specific reports/spreadsheets (financial reports and progress reports).

**Records/Data:**

All data and data rights associated with this effort will be property of CDC, OSH, Health Communications Branch.

**Deliverables/Delivery Schedule:**

By the tenth of every month following the calendar month covered by the report, the Contractor shall furnish a Task Order report detailing the current status of individual projects currently authorized, and/or contemplated to be authorized, under the contract (Narrative Report). The report shall be dated and identified by the contractor with a voucher number, a task order number, title of the task, starting date, completion date, ceiling, 75% of ceiling, cumulative expended, balance and comments. (Task Billing Summary). See the chart at the end of the deliverables section.

**DELIVERABLES BY TASK:**

***Task 1: Special Training and Technical Assistance in Media Planning, Counter-Marketing, and Evaluation.***

The contractor shall provide training and technical assistance to states and other partner organizations both national and international, regarding the development, implementation, and evaluation of tobacco counter-marketing campaigns. Specifically, the contractor shall:

Deliverable One: develop training sessions for venues such as the annual tobacco control conference and the World Conference on Tobacco or Health;

Deliverable Two: participate as a trainer in the semimonthly teleconference sessions of the Media Network;

Deliverable Three: develop, prepare, and present materials to states, international organizations, and other partners on strategic media planning; and

Deliverable Four: provide technical assistance services in counter-marketing to states and

partners. The contractor shall also provide specialized expertise in providing overall guidance to states in evaluating the effectiveness of media campaigns.

**Approximately 70 hours of support will be required weekly by senior level media/health communications specialists.**

**Deliverable Due Date:** on-going from date of award.

***Task 2: Strategic Communications and Training and Technical Assistance with Entertainment and Sports Industries.***

The contractor shall provide consultation to OSH and to National Tobacco Control Program (NTCP) state project managers in specific communications strategies to use in working with these key industries. The contractor shall maintain written and oral communication with key leaders and decision makers in these industries to identify new contacts by:

Deliverable One: providing technical assistance in presenting and developing potential smoking-related story lines in plots and sub-plots of programming in both television and film;

Deliverable Two: attending entertainment and sports industry meetings to address tobacco de-glamorization issues;

Deliverable Three: providing technical assistance to the these communities in anti-tobacco messaging;

Deliverable Four: arranging logistics for and staff exhibits at selected strategic conferences and meetings

Deliverable Five: providing logistical support to the Tobacco Free Sports Initiative; and

Deliverable Six: developing health communication materials suitable for print, video, radio, DVDs and CD ROMS OSH priority topics such as motivational messaging for young adults and evidence-based messages about the health consequences of tobacco products.

**It is estimated that contractor shall make approximately 5 presentations to key decision makers in the entertainment, sports, and college communities about tobacco control. Contractor shall have continual communication and networking with key leaders in these industries in order to position counter-tobacco messages. It is estimated that contractor shall exhibit at approximately 3 conferences. It is estimated that contractor will produce two videos, two CD-ROMs, two radio spots.**

**Deliverable Due Date:** on-going from date of award.

### ***Task 3: Technical Writing and Communications Services***

The contractor shall:

Deliverable One: provide writing and support to develop a variety of information products on use of media and counter-marketing, the OSH collection of media campaign materials, fact sheets, web-based material, pamphlets, posters, presentations, graphic displays and exhibits, and other health promotion materials; and

Deliverable Two: provide technical writing and communications expertise to develop, design, and disseminate health communication materials in various languages at appropriate literacy levels.

**Estimated level of communications development/ writing support required: 10 fact sheets, 2 poster products, 4 special packets for distribution to states and other key audiences, 4 special presentations, and 1 document approximately 50 pages.**

**Deliverable Due Date:** on-going from date of award.

### ***Task 4: Global Media Campaign Information Resource Dissemination***

The contractor shall:

Deliverable One: develop, establish, and maintain a system for tracking key information about media campaign materials used globally to counter tobacco messages. Activities will include the identification, acquisition, and evaluation, dissemination of materials as well as providing technical assistance in effective use of materials and extending use of materials throughout the world;

Deliverable Two: be responsible for maintaining a database of identified materials, coding these for appropriate key media and broadcasts elements, storing of masters, and monthly reporting to OSH on included materials;

Deliverable Three: develop and maintain a system for sharing these media campaign materials with global partners and for disseminating information about the materials; and

Deliverable Four: provide technical support and assistance services to global users, negotiate licensing agreements and fees for global use with original global sources of counter-advertising materials (where appropriate), and acquire master copies of spots for global use from original sources, reimbursing sources for reproduction costs. The initial focus of this global work will be on smoking cessation among adults, including the health hazards of “light” cigarettes and “reduced-carcinogen” tobacco products; subsequent topics will include smoking prevention among youth and reducing nonsmokers’ exposure to

secondhand smoke.

**It is estimated that approximately 6-10 spots will be identified for evaluation for global usage.**

**Deliverable Due Date:** on-going from date of award.

***Task 5: Technical Assistance Services and Dissemination of Tobacco Control Media Campaign Materials and Cessation Resource Materials***

The Contractor shall perform technical assistance and information dissemination functions related to the maintenance of media campaign materials contained in the resource center collection. In addition, the contractor will provide support for the development and implementation of a cessation resource center. Specifically, the contractor shall:

Deliverable One: handle requests for media campaign materials from various requesters (state and local agencies and partner organizations). Handling requests includes fulfilling state and local order requests, duplicating ads, negotiating talent agreements as needed, arranging for shipping, and storing masters in a climate-controlled environment. Before filling orders, have requesters sign agreements regarding the proper use of advertising materials, and keep records of these agreements and contact information for all recipients. The Government estimates up to 300 requests for advertising materials;

Deliverable Two: for items identified by the Government, negotiate with original sources of materials and develop licensing agreements that allow the Government to redistribute the materials to state and local agencies. Acquire master copies of spots from original sources, reimbursing sources for reproduction costs. For materials acquired, negotiate transfer of rights agreements as needed. The Government estimates up to 125 new items during the period of performance consisting of approximately 80 television and radio broadcast materials and 45 print and outdoor materials;

Deliverable Three: provide technical assistance to requesters regarding advertising practices and strategies including ordering, use, customization and tagging of the materials; various aspects of video, audio, and print advertising production; advertising placement (including advising requesters on media buys and/or making media buys for requesters); and campaign planning and strategy. OSH estimates that half of the requests will require less than 2 hours of assistance (i.e., simple visual tagging) and that the other half will require up to 10 hours of assistance (e.g., recorded audio tagging in a studio, advice on selection of materials, and advice on campaign planning);

Deliverable Four: maintain, update, and expand the online MCRC database and add spots to the Video Catalog as new materials are added to the collection. The MCRC database contains information about each of the advertising spots and



information on usage of spots in order to document and track requests, orders filled, and usage expiration dates for items ordered. Notify recipients at least 30 days before expiration. Develop and update manuals, catalogs, databases, and any other guidance and collateral materials for state and local agencies regarding tobacco control media campaigns in general;

Deliverable Five: disseminate information about updates to the collection, Video Catalogs, and other guidance materials each year to state and local agencies upon request. Currently, this entails processing the items for mailing through the CDC Publications Distribution Facility and in an electronic format;

Deliverable Six: the contractor shall develop strategic health communications Resources suitable for video, print, and web-based products as needed and add these products to the collection as appropriate including two (2) dealer packages on priority counter-marketing topics;

Deliverable Seven: Refine and update the existing procedures manual which contains all the processes involved in carrying out the above tasks, especially the processes used to take and fill orders and to provide the tracking and notifications; and

Deliverable Eight: transfer possession of all records, data, manuals, and information related to the media campaign users and spots and all masters and copies of advertising and media materials acquired or produced for the Government to the Government or to the new contractor as directed at end of contract period; and

Deliverable Nine: provide detailed advertising summaries and analysis of particular youth and/or adult focused messages and themes of a representative selection of ads in the collection. Summaries and analysis will be guided by protocols provided by expert consultants to OSH. Examples of such processes include the ongoing quantitative pre-testing system developed by the White House's National Anti-Drug Campaign and the "Critics' Choice" counter-advertising evaluation project conducted annually by Health Canada.

**Deliverable Due Date:** on-going from date of award.

***Task 6: Dissemination of scientific findings and health communication materials through a variety of channels to a variety of audiences.***

The contractor shall provide support for public release of various scientific reports and health communication materials to launch national and global communication initiatives. The activities will include:

Deliverable One: strategy development, media planning, development and distribution of content, monitoring and measuring effectiveness of dissemination; development of content includes print, video, radio, CD-ROM, DVD and other appropriate mechanisms for delivering information; and

Deliverable Two: establishing strategic partnerships with national and global health agencies, community organizations, and others who will support the dissemination of scientific reports or launch of national and global communication initiatives related to prevention of initiation of tobacco use, tobacco use cessation, reduction of exposure to secondhand smoke, information about health effects of new tobacco products, and reducing disparities in tobacco control.

**It is estimated that approximately 50 hours per month will be required from senior level professional communication staff in addition to the costs associated with required travel and content dissemination activities.**

**Deliverable Due Date:** on-going from date of award.

***Task 7: Database Design, Development, and Management for the Office on Smoking and Health***

Contractor shall provide support for database design, development and maintenance tasks for the Health Communications Branch, OSH, NCCDPHP. These tasks include design, development, and maintenance of new and additional databases, maintenance of existing databases, as needed, and general support for information/database projects. Databases to be maintained include an online database which will include significant references on the relationship between environmental tobacco smoke and the causality of disease that will be a companion to the Surgeon General's Report on passive smoking intended for release in 2005. Additional databases for updating and maintenance are the Smoking and Health Database, and the Print and Audiovisual (PAV) Database, and other related databases related to tobacco use and health.

***Surgeon General Report Database.*** Contractor (this has been a subcontract with Johns Hopkins) shall maintain an online database consisting of significant references on the relationship between passive smoking and causality of disease. Suggested references for inclusion (approximately 500) will be identified by the contractor and by chapter authors for the 2005 Passive Smoking Surgeon General's Report (SGR) on Smoking and Health is being written and developed. Ongoing maintenance of 2004 Active Smoking SGR Database will include the addition of up to 25 articles to the database on an ongoing basis. References will be acquired by the contractor based on suggestions from the SGR Senior Scientific Editor and the SGR chapter authors. This database is intended to be a companion to the 2004 SGR and is not intended to include all references that describe causality of disease related to environmental tobacco smoke but only those references that are deemed significant by chapter authors of the 2004 Surgeon General's Report and the SGR senior scientific editor. Specifically, the contractor shall:

Deliverable One: determine appropriate field structure for the database and obtain identified references, prepare bibliographic citations, prepare abstracts of each reference, develop coding scheme, enter references into the database coding scheme according to an established criteria including smoking status,

exposure, and risk estimates, and input this information into a preliminary database that shall be provided to the contractor by OSH;

Deliverable Two: ensure consistency of indexing terminology, coding scheme, and adding approximately 500 completed items for the year;

Deliverable Three: convert database so that it is compatible for migration to the CDC/OSH web site. The database must reflect current and updated references that are identified as the Report is going through scientific clearance so that the database will include the most updated research available. It is anticipated that this report and its companion database will be released in late Fall 2004 or early 2005.

The contractor shall design, develop, and maintain following databases, which require various activities including design, item acquisition, data entry, maintenance, and updating tasks specific to each database. These databases and related tasks include:

***Smoking and Health Database.*** OSH's Smoking and Health database is an ongoing database of approximately 62,000 abstracts of smoking and health and tobacco control scientific information going back over the last 30 years. The database contains abstracts of journal articles, books and book chapters, dissertations, reports, conference proceedings and conference papers, government documents, policy or legal documents, editorials, letters, and comments on articles. It is text-searchable and is used extensively by scientists and researchers as well as by the general public. The contractor shall:

Deliverable One: provide article selection of primarily non-Medline material, abstract writing and editing, select and apply thesaurus terms, data entry into the BASIS database where the Smoking and Health Database is housed, and maintenance of the database;

Deliverable Two: approximately 100 items per month will be acquired, abstracted, indexed, added to the database, and full-text scanned into electronic format;

Deliverable Three: provide scanned images of the full-text items added to the database via CD-ROM in a format so that the files may be added to OSH's LAN.

***Estimate approximately 1200 references to be identified and added to the database.***

***Print and Audiovisual (PAV) Database.*** The PAV Database contains information about and access to approximately 850 print materials, campaign materials, and audiovisual products maintained, stored, and accessed by the Office on Smoking and Health. The contractor shall:

Deliverable One: update and maintain this database of tobacco-related print and audiovisual materials. Contractor shall maintain the existing PAV database and add materials as required according to existing documented file formats,

templates, cataloging guidelines, and database design specifications. Existing database shall be maintained, and it is anticipated that approximately 40-50 new items will be added during the contract year. Contractor shall provide access to the database via the web.

***Information Management Support.*** The contractor shall:

**Deliverable One:** provide various information support activities as needed by the Health Communications Branch. These activities include, but are not limited to, the weekly downloading and electronic distribution of Current Awareness citations, special literature searches on topics to be determined (estimate 12), and the acquisition of approximately 30 articles per month; and

**Deliverable Two:** provide support to work with OSH personnel and consultants as well as with other contractors to develop the OSH Resources Database. This includes the Milestones Documents--to help prepare the OSH site for the CDC Web redesign; work with OSH Staff to capture all references used in fact sheets into a database to facilitate the process of updating the fact sheets, and assist with fact sheet development as needed; implementing information gained from Westat web evaluation of our site (TIPS); continually review the web to look for materials that need to be updated, using new data sources; work with the OSH Strategic Coordinators and Information Management Team Staff to help gather updated materials for the TIPS web site; assist the Information Management Team with additional projects, including the OSH Inquiry Response System, other databases; assist with the American Indian/Alaska Native Cessation project; convert materials into html on an as needed basis.

**Deliverable Due Date:** on-going from date of award.

#### **DELIVERABLES SUMMARY AND TIMELINE:**

By the 10<sup>th</sup> of each month, the contractor shall provide a monthly status report to CDC/OSH. The contractor shall also provide brief annual status reports as well as a final report at the end of the performance period/project end date: May 31, 2007. The following table outlines our reporting/deliverable due dates:

| <b>Task Description:</b>  | <b>Due Date:</b>   | <b>Deliverable:</b>   |
|---|--|-----------------------|
| Task 1: <i>Special Training and Technical Assistance in Media Planning, Counter-Marketing, and Evaluation</i> | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10,<br>February 10, March 10,<br>April 10, May 10, June 10,<br>July 10, August 10,<br>September 10, October 10,<br>and November 10. | Monthly Status Report |
| Task 2: <i>Strategic Communications and Training and Technical</i>  | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10,<br>February 10, March 10,   | Monthly Status Report |

|   |   |                          |
|---|---|--------------------------|
| <i>Assistance with Entertainment and Sports Industries.</i>   | April 10, May 10, June 10, July 10, August 10, September 10, October 10, and November 10.   |                          |
| Task 3: <i>Technical Writing and Communications Services</i>  | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10, February 10, March 10, April 10, May 10, June 10, July 10, August 10, September 10, October 10, and November 10. | Monthly Status Report    |
| Task 4: <i>Global Media Campaign Information Resource Dissemination</i>   | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10, February 10, March 10, April 10, May 10, June 10, July 10, August 10, September 10, October 10, and November 10. | Monthly Status Report    |
| Task 5: <i>Technical Assistance Services and Dissemination of Tobacco Control Media Campaign Materials and Cessation Resource Materials</i>     | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10, February 10, March 10, April 10, May 10, June 10, July 10, August 10, September 10, October 10, and November 10. | Monthly Status Report    |
| Task 6: <i>Dissemination of scientific findings and health communication materials through a variety of channels to a variety of audiences.</i> | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10, February 10, March 10, April 10, May 10, June 10, July 10, August 10, September 10, October 10, and November 10. | Monthly Status Report    |
| Task 7: <i>Database Design, Development, and Management for the Office on Smoking and Health</i>  | <b>By the 10<sup>th</sup> of each month:</b><br>December 10, January 10, February 10, March 10, April 10, May 10, June 10, July 10, August 10, September 10, October 10, and November 10. | Monthly Status Report    |
| Tasks 1-7   | November 30, 2005   | Annual Status Report 1   |
| Tasks 1-7   | November 30, 2006   | Annual Status Report 2   |
| Tasks 1-7   | May 31, 2007  | Final Project End Report |

#### **PERIOD OF PERFORMANCE:**

Due to the limitations of the NIH contract terms, the duration of this task is from the date of the award through May 31, 2007. However, due to the number of deliverables and a need to incrementally fund the tasks annually, future modifications are anticipated.

**Special Clearances:**

*Check all that apply:*

- ☐ OMB
- ☐ Human Subjects
- ☐ Privacy Act

**Production Clearances:**

- ☐ 524 (concept)
- ☐ 524a (audiovisual)
- ☐ 615 (printing)

**Proposed Technical Monitor: TBA**

**Business Monitor: TBA**

**Project Officer:** Galen Cole, Office of Communication